ORDER

104655 Orders Order / Rev: Alt Order #: 06835929 RNC - ROMNEY Product Desc: Estimate: 279 Flight Dates: 07/25/12 - 07/31/12 Primary AE: Amy McCreary Original Date / Rev: 07/24/12 / 07/26/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency -Name: **American Rambler Productions Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 138 Conant St. Billing Cycle: EOM/EOC Beverly, MA 02494 Agency Commission: 15% RNC/ Romney for President + R USed Advertiser Name: Demographic: A35+ New Business Thru: **Product Codes:** PLC03 Order Separation: 00:15:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

Bill Plan

End Date	# Spots	Gross Amount	Net Amount	
07/29/12	76	\$87,450.00	\$74,332.50	
07/31/12	33	\$32,400.00	\$27,540.00	
	07/29/12	07/29/12 76	07/29/12 76 \$87,450.00	07/29/12 76 \$87,450.00 \$74,332.50

Revenue Codes:

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Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	76	\$87,450.00	\$74,332.50	0.00
August 2012	33	\$32,400.00	\$27,540.00	0.00
Totals	109	\$119,850.00	\$101,872.50	0.00

Agency External ID:

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Ln Ch	Start	End	Inventor Code	Drank	Otom/E-J	T D	1 0		D (D:	F3		
			Inventory Code		Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	07/30/1	2 07/31/12	M-F 6-7a Wakel	. •	6-7a	MT	:30	4	\$700.001	0.00 NM	4	\$2,800.00
			M-F 6-7a Wakel									
WAKE '	W/WAGI	NRS2 2X/DA	Y WITH MAX SE	P								
	<u>rt Date</u>	<u>End Date</u>	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 07/	/30/12	08/05/12	MT	4	\$700.00	0.00						
E 2 KSNV	07/25/1	2 07/27/12	M-F 6-7a Wakel	Jp w/WaQM	6-7a	~~WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
			M-F 6-7a Wakel	Jp w/Wagners								·,
WAKE '	W/WAGI	NRS2 1X/DA	·Υ									
Sta	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 07/	/23/12	07/29/12	~~WTF~~	3	\$700.00	0.00						
E 3 KSNV	07/25/1	2 07/27/12	Today Show	CM	658a-9am	WTF	:30	6	\$1,400.001	0.00 NM	6	\$8,400.00
			Today Show					-	7.,	-,	•	40,100.00
TODAY	'sHow:	2X/DAY WIT	TH MAX SEP									
<u>Sta</u>	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/	/23/12	07/29/12	WTF	6	\$1,400.00	0.00						
E 4 KSNV	07/30/1	2 07/31/12	Today Show	CM	658a-9am	MT	:30	4	\$1,400.001	0.00 NM	4	\$5,600.00
			Today Show					•	φ1,100.001	0.00 14141	-	ψο,οοσ.σο
TODAY	show:	2X/DAY WIT	TH MAX SEP									
Sta	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 07/	/30/12	08/05/12	MT	4	\$1,400.00	0.00				i		
E 6 KSNV	07/25/1	2 07/27/12	M-F Today Show		9-10a	WTF	:30	3	\$500.001	0.00 NM	3	\$1,500.00
			M-F Today Show		0 .00	****	.00	Ū	Ψου.ουγ	0.00 14141	3	Ψ1,500.00
TODAY	SHOW:	2 1X/DAY										
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Print Date: 07/26/12 10:50:41 Page 2 of 4

Order / Rev:

104655

Advertiser:

RNC/ Romney for President

Alt Order#:

06835929

929 Product Desc:

t Desc: RNC -

279

RNC - ROMNEY

Flight Dates:

07/25/12 - 07/31/12

Estimate:

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 6 KSNV	V 07/25/1	12 07/27/12	M-F Today Show		9-10a	WTF	:30	3	\$500.001	0.00 NM	3	\$1,500.00
TODA	Y SHOW	2 1X/DAY	M-F Today Show	11								
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 0	7/23/12	07/29/12	WTF	3		0.00						
E 7 KSN	V 07/30/1	12 07/31/12			9am-4pm	MT	:30	6	\$1,200.003	0.00 NM	6	\$7,200.00
OLVE	A VTIME	2 V ID A V 1 A II T	Olympics Daytime H MAX SEP	e Weekdays								
	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 0		08/05/12	MT		\$1,200,00	0.00						
E 8 KSNV	V 07/25/1	12 07/27/12	M-F Today Show		10am-11am	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00
			Today 4th Hour						·			70.0.00
	Y SHOW		Manhana	O t- 00/ 1.	D -1-	D - ('						
<u>ಎ</u> Week: 0	tart Date 7/23/12	End Date 07/29/12	<u>Weekdays</u> ~~WTF~~	Spots/Week 3	<u>Rate</u> \$325.00	Rating 0.00						
		12 07/27/12		CM	12-1230pm	WTF	:30	6	\$425.001	0.00 NM	6	\$2,550.00
			Noon News				100	Ū	ψ120.001	0.00 14141	Ů	Ψ2,000.00
			/ITH MAX SEP									
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		12 07/27/12		CM	1258p-2pm	0.00 WTF	:30	3	\$425.001	0.00 NM	2	# 4 077 00
_ 10 110111	011201	12 01,2,,12	Days of our Lives		1200p-2pm	// / /	.50	J	\$425.00 I	U.UU INIVI	3	\$1,275.00
		LIVES 1X/D	AY									
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
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E II VOIM	V 07725/1	12 0/12//12	The Doctors The Doctors	CM	2pm-3pm	WTF-~	:30	3	\$175.002	0.00 NM	3	\$525.00
DOCT	TORS 1X/I	DAY	1110 200,010									
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 0	7/23/12 Ch Date Ra	07/29/12	WTF	_ 3	T	0.00						
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1 KSN			escription he Doctors		t/End Time -3pm	_	<u>/eekdays</u> -wThE			Rtg Type		
		2-07/29/12 T			t/End Time -3pm	_	<u>'eekdays</u> -wThF		ngth <u>Rate</u> :30 (\$175.00)			
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S [M 4 KSN (M) N	IV 07/23/1 See MG 11 NEWS SP IV 07/27/1 MG for 11.1	2-07/29/12 7 .4 ECIAL REPO 2-07/27/12 T	he Doctors	2pm	-3pm	_	-WThF	-	:30 (\$175.00)	0.00 NM		
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S [M 4 KSN (M) M [M]	IV 07/23/1 See MG 11 NEWS SP IV 07/27/1 MG for 11.1 MG]	2-07/29/12 7 .4 ECIAL REPO 2-07/27/12 T	the Doctors ORT] he Doctors	2pm	-3pm	_	-WThF	-	:30 (\$175.00)	0.00 NM	3	\$1,350.00
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Order / Rev:

104655

Advertiser:

RNC/ Romney for President

Ait Order #: Flight Dates: 06835929

Product Desc:

RNC - ROMNEY

07/25/12 - 07/31/12 Estimate:

279

Ln Ch Start End	Inventory Code Break	Start/End Time E	ays Len Spo	ts Rate Pri	Rtg Type S	Spots	Amount	
E 16 KSNV 07/30/12 07/31/12	NEWS 3 at 4 (1 HOUR)CM		` :30	4 \$700.001	0.00 NM	4	\$2,800.00	
4PM NEWS (1 hour) (4:30 PM-5:00 PM) NEWS 2X/DAY WITH MAX SEP								
Start Date End Date	Weekdays Spots/Week							
Week: 07/30/12 08/05/12	MT 4	 						
E 17 KSNV 07/25/12 07/27/12	M-F Early News CM M-F Early News	5-630p	WTF :30	6 \$1,000.001	0.00 NM	6	\$6,000.00	
NEWS 3 AT 5 2X/DAY WITH								
Start Date End Date	Weekdays Spots/Week							
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L 10 NONV 0/130/12 0/131/12	M-F Early News	5-650p MI		4 \$1,000.001	0.00 NM	4	\$4,000.00	
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<u>Start Date</u> <u>End Date</u> Week: 07/30/12 08/05/12	Weekdays Spots/Week							
E 19 KSNV 07/25/12 07/27/12		\$1,000.00 0.00 630-7pm	WTF :30	6 \$1,000.001	0.00 NM	6	\$6,000.00	
	M-F Jeopardy	000 7 pm		σ ψ1,000.001	0.00 14141	Ū	φο,οοο.οο	
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<u>Start Date</u> <u>End Date</u> Week: 07/23/12 07/29/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$1,000.00 0,00	1		į			
E 20 KSNV 07/30/12 07/31/12			:30	4 \$1,000.001	0.00 NM	4	\$4,000.00	
	M-F Jeopardy	•		* ***		·	Ψ1,000.00	
JEOPARDY 2X/DAY WITH Start Date End Date		Data Dating						
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E 21 KSNV 07/25/12 07/27/12			WTF :30	3 \$1,000.001	0.00 NM	3	\$3,000.00	
WHEEL 1X/DAY	M-F Wheel of Fortune							
Start Date End Date	Weekdays Spots/Week	Rate Rating						
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E 22 KSNV 07/30/12 07/31/12		7-730pm МТ	:30	2 \$1,000.001	0.00 NM	2	\$2,000.00	
WHEEL 1X/DAY	M-F Wheel of Fortune							
Start Date End Date	Weekdays Spots/Week	Rate Rating						
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E 23 KSNV 07/25/12 07/26/12	M-F News 3 at Eleven CM M-F News 3 at Eleven	11pm-1135pm	WT :30	2 \$1,100.001	0.00 NM	2	\$2,200.00	
NEWS 3 AT 11 1X/DAY	Will News 5 at Lievel)							
Start Date End Date	Weekdays Spots/Week							
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E 24 KSNV 07/25/12 07/27/12	The Tonight Show CM Tonight Show	1135p-1237a	:WT :30	3 \$425.001	MM 00.0	3	\$1,275.00	
TONITE SHOW NBC 1X/DA								
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LEO ROIV ONENIE ONENIE	Late News during Olympics	11pm=12.55am		ι φι,οοσ,σσι	U.UU INIVI	1	\$1,000.00	
OLY LATE NIGHT								
<u>Start Date</u> <u>End Date</u> Week: 07/23/12 07/29/12	Weekdays Spots/Week	<u>Rate</u> <u>Rating</u> \$1,000.00 0.00						
E 26 KSNV 07/27/12 07/27/12		***	·F :30	1 \$10,000.001	0.00 NM	1	\$10,000.00	
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OLY OPENING CEREMON		Deta Defe						
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E 27 KSNV 07/28/12 07/28/12			·S- :30	2 \$6,000.003	0.00 NM	2	\$12,000.00	
	Olympics Primetime						, -	
OLY WEEKEND PRIMETIN Start Date End Date	lt: <u>Weekdays</u> Spots/Week	Rate Rating						
Week: 07/23/12 07/29/12		2 \$6,000.00 0.00						
E 28 KSNV 07/28/12 07/28/12	CM	11pm-12:35am	S- :30	2 \$1,000.007	0.00 NM	2	\$2,000.00	

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Order / Rev:

104655

Wake Up Early Wagners

Spots/Week

Rate

\$50,00

Rating

0.00

Weekdays

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Start Date

Week: 07/23/12

End Date

07/29/12

Advertiser:

RNC/ Romney for President

Alt Order #: Flight Dates:

07/25/12 - 07/31/12

06835929

Product Desc:

RNC - ROMNEY

Estimate:

279

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Olympics Late News 3 Late News during Olympics **OLY LATE NEWS** Start Date **End Date** Weekdays Spots/Week Rating Rate 07/29/12 ----S-Week: 07/23/12 2 \$1,000.00 0.00 E 29 KSNV 07/28/12 07/28/12 Olympics Daytime Week@M 4am-6pm ----s-:30 2 \$1,700,003 0.00 NM 2 \$3,400.00 Olympics Daytime WEEKEND OLY WEEKEND DAYTIME Start Date **End Date** Weekdays Spots/Week Rate Rating ----S-Week: 07/23/12 07/29/12 2 \$1,700.00 0.00 E 30 KSNV 07/29/12 07/29/12 Olympics Primetime CM 7pm-12am ----S :30 1 \$6,000.003 0.00 NM \$6,000.00 Olympics Primetime OLY WEEKEND PRIME Start Date End Date Weekdays Spots/Week <u>Rate</u> Rating 07/29/12 ----5 Week: 07/23/12 1 \$6,000.00 0.00 E 31 KSNV 07/29/12 07/29/12 Olympics Late News 3 CM 11pm-12:35am :30 2 \$1,000,007 0.00 NM \$2,000.00 Late News during Olympics **OLY LATE NEWS** Start Date End Date Weekdays Spots/Week Rate Rating ----S Week: 07/23/12 07/29/12 2 \$1,000.00 0.00 E 32 KSNV 07/29/12 07/29/12 Olympics Daytime Week@M 4am-6pm ----S :30 4 \$1,700,003 0.00 NM \$6,800.00 Olympics Daytime WEEKEND OLY WEEKEND DAYTIME Start Date End Date Weekdays Spots/Week Rate Rating ----s Week: 07/23/12 07/29/12 4 \$1,700.00 0.00 N 33 KSNV 07/30/12 07/31/12 Olympics Daytime Week@M 9am-4pm MT----:30 1 \$1,200,003 0.00 NM \$1,200.00 Olympics Daytime Weekdays **V**eekdays Start Date End Date Spots/Week Rate Rating Week: 07/30/12 08/05/12 MT----\$1,200.00 0.00 N34 KSNV 07/28/12 07/28/12 News 3 Olympic Zone CM 7:30-8:00PM ----5--:30 \$750.002 0.00 NM \$750.00 News 3 Olympic Zone Start Date End Date <u>Weekdays</u> Spots/Week Rate Rating Week: 07/23/12 07/29/12 ----S-\$750.00 0.00 N35 KSNV 07/26/12 07/26/12 Wake Up Early w/ Wagn@M 430a-5a ---T---:30 1 \$50.003 0.00 NM 1 \$50.00

Totals 109 \$119,850.00